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Date: 5/14/2012

GAIN Report Number:

China - Peoples Republic of

Post: Beijing ATO

U.S. Trade Show Missions Net Success

Report Categories:

Agricultural Trade Office Activities

Export Accomplishments - Events

Snack Foods

Fresh Fruit

Special Certification - Organic/Kosher/Halal

Fishery Products

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Report Highlights:

In the first quarter of CY 2012, ATO led teams to three major U.S. trade shows. ATOs in Beijing and Shanghai also coordinated to work with the Agricultural Affairs Office in Beijing and the National Oceanic and Atmospheric Administration regarding certification issues on live seafood.

General Information:**1. Natural Products Expo West**

The number of participating Chinese buyers increased to 9 (a 66% increase compared to the 2010 mission organized by OTA). The team established more than 20 new contacts as a result of the show and 3 new contacts as a result of the trip. Orders for 5 containers of products are in the final stages of discussion including organic coffee, soymilk and beverages, cleaning products, etc. ATO Beijing expects more than \$100,000 in sales over the next 6 – 12 months at a minimum.

1. PMA

The number of participating Chinese buyers increased to 15 (66% increase compared to 2010 mission). The team met with 3 brokers, 5 packers and 2 cooperators (Washington Apple Commission and U.S. Northwest Cherry Growers) in Washington. Four containers of red delicious, gala and granny smith apples were ordered during the trip. Total value was more than \$130,000. Based on the feedback from participating buyers each company made 20 new contacts on average based on PMA Show participation. Buyers discussed purchasing issues with more than 50% of contacts established at the PMA Show. ATO Beijing expects more than \$1 million purchase in fresh fruit by end of 2011.

1. Boston Seafood

March 2012, ATO/Beijing led a small delegation of Chinese traders to the Boston Seafood Show. With total of 3 companies from North China, the importers participated one-on-one meetings arranged by Food Export North East, and visited the Boston Seafood Show with focus on some new products such as clams, and fish products. Those products would be perfect to use in Chinese cuisine. 12-month estimate imports is \$5.5million, with products including: Scallops, fish (halibut, mahi-mahi, perch, skate wings), lobster and lobster portions, oysters, sea cucumbers, clams and conch.

1. Port Interventions – live seafood

Imports of highly perishable live seafood were temporarily blocked in late March. ATOs in Beijing and Shanghai reported the issue within hours, and worked with OAA and NOAA to determine the cause of the problem and take steps to address the concerns of China's quarantine officials. Shipments throughout most of China returned to normal within a week thanks to quick action, although ATO Guangzhou reports a continued high level of demand for confirmation of the authenticity of NOAA certifications in that port.